



40

*YEARS*

*in WINNIPEG*

1905 ~ 1954



# 49 Years . . .

In July, 49 years ago, Eaton's new Winnipeg Store opened. It was the "Turn of the Century"—from nineteenth to twentieth—the second half of which we have now entered. The building of the Store in Winnipeg—a tribute to the energy and awareness of Mr. John Craig (later Sir John) Eaton—was part of the pervading spirit of adventure and progress in the new century.

The Eaton "pioneers" who came from Toronto, and the many who at that time became Winnipeg Eatonians, made a significant contribution to Western Canadian history, not just for Eaton's, but for all those arriving here in the great opening-up of the prairies in the first twenty years of the 1900's. That spirit of adventure, belief in progress and faith in our Company's standing and destiny, are with us to-day under changing conditions. May we live up to these ideals with the foresight, courage and endeavour that brought the Company here forty-nine years ago.

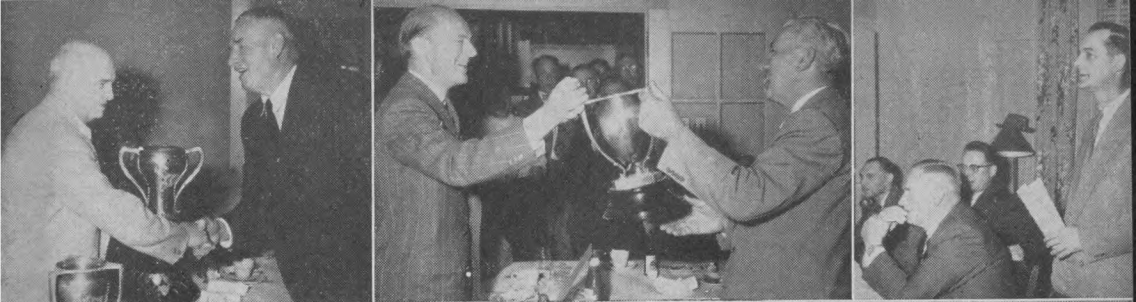
# "Canada" . . .



"First of the nations of the British Empire beyond the seas; strong in the equal partnership of two races; illustrious in peace and in war; a great guardian of the fruits of the earth; a mighty mother of men; wonderful in the beauty of mountain, of river, of lake and of prairie; lovely in all the splendours of sun and snow. . . ."

These words, spoken by the Cambridge University orator, give emphasis to the standing of Canada in the world. To-day, of course, we know the Empire as the great Commonwealth. To-day, even more than in the past, Canada faces problems that will test her people and her statesmen—problems not just her own, serious though they may be at this time—but the greater problems arising out of her position in the world. May we measure up to them, and at this eighty-seventh anniversary of the founding of our nation, re-dedicate ourselves to a better understanding among nations and the work of seeing that the vast technical skills and knowledge of the sciences now possessed by mankind, are used for world betterment.





## ***Lovely Weather for Ducks!***

**But Eaton's Seniors and "Grandpops" Scorn Shelter and Conquer Water Hazard . . .**

At least many of them did! Mind you, a casual visitor to Elmhurst golf course the afternoon of Friday, May 28, might have thought this was some kind of fishing expedition, judging by the plastic pants and jackets, short and long raincoats, and general air of "deep-sea slickers." Nearly a hundred stalwarts were on hand, and after not too long a wait, the majority ventured out into drizzle or shower—and were justified in their faith! For this most unpromising day did dry up and a surprising number of players carded 18 holes. Not good golf, of course, but a lot of fun! However, the outside light prevented any classic shots being recorded.

President Scott Marshall presided at the excellent chicken dinner, and afterwards expressed to the Company and the Sir John Eaton Fund, the real appreciation of all the golfers for a grand sporting event and generous treatment.

The "50 and over" prize was won by Redfern Spencer (retired), and at left, above, Mr. J. Johnston (also retired) is seen presenting him with the W. G. B. Dailley trophy. Runner-up was Jimmy Stuart. Henry Einarson, middle picture, received the Grandfathers' (B. C. Scrivener) trophy at the hands of Mr. Gilbert M. Eaton who kept the whole crowd roaring with his witticisms while handing out the trophies and novelty prizes. Runner-up was George Lovell. Corner picture: President Scott Marshall; and below, the youngest grandfather award is presented to Russ Chatfield by Mr. Eaton. 'Twas a most pleasant time!



## ***Eaton Theatre Guild Holds Jolly Wind-Up Dinner-Dance***



Held at the Marlborough Hotel on Thursday, May 13, this was a well-attended event, and one which Ye Ed. has never seen beaten for the sparkling quality of entertainment which the members provided for each other! It featured singing at the "mike," around the piano, and some "virtuoso" instrumental music!

President Joe Leighton (seen left top), speaking briefly after dinner, mentioned the many difficulties they had conquered while preparing to produce their plays, and thanked the Company for its backing, and numerous individuals for special help.

Mr. Bruce Sutherland, staff superintendent (top right) congratulated the group on its work and success, and on their behalf, presented to Lawrence Freeman—who has since left for Toronto M.O.—an "Oscar" for his much-applauded starring role. Lawrie is seen admiring it (lower right) and beside him we see Moyra Horne at the mike.

We predict an even greater future for this very aggressive, co-operative, hard-working and talented Eaton group!





## Now, When It Comes To Fishing . . .

We wonder sometimes just what it would take to dim the optimism of an angler? Nothing we've heard of! So, in spite of perverse weather, close to 300 of them, young and older, made the annual "opener" by train to Shoal Lake on May 24. There was some snow, there was some rain—and nobody will deny it was cold. But there was the warmth of good-fellowship all the way, and though the fishing wasn't ideal, a good time was had.

Bob Hastie, a junior member, hauled in the top pickerel which weighed in at 10¾ oz.

Camp Lake, near West Hawk, was the rendezvous for the anglers' excursion on June 6, a busload making the trip. Whitefish and rainbow trout fell to their rods that day. Weather held over the Boys' Day trip, but there'll be more news soon.

Fisherman wishing to join? Or a feller wishin' to learn fishin'? President Arni Cooper extends a welcome to new members—just get in touch with John Johansson, in the Store Sporting Goods, Third Floor.



## Boys' Clothing and Furnishings Staff Enjoy an Evening's Get-together

On the evening of Tuesday, May 25, Mr. C. R. Staples, department manager, and Mrs. Staples welcomed the staffs and wives of 232 and 528 to a party at their new home, 18A Colonial House. The guests were treated to a delicious buffet supper, prepared and arranged by the hostess. Then a series of travel photos, in full colour, were screened—almost as good as taking a trip themselves, the guests agreed—and the rest of the evening was spent in getting to know each other better. Thanks for a very pleasant evening, Mr. and Mrs. Staples.

## "A Wonderful Time"

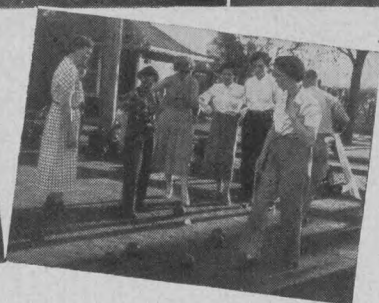
'Twas a "life on the ocean waves" when Miss M. Carr-Lawton (left) and Miss Barbara Kent (centre), both of Store Stationery Department, together with Mrs. A. Sibbald, a retired Eatonian, sailed on Canadian National Steamships "Canadian Challenger" 'way down south—yes, really 'way down there—to British Guiana. Here we see them on deck in the more temperate zone of the cruise.

Touching at the West Indies going and coming, they not only saw tropical South America, but had glorious visits to Bermuda, Jamaica and other West Indies islands. "The time of our lives," said the travellers — and who wouldn't envy them?

—Picture courtesy C.N.R.







No galoshes, no raincoats, no umbrellas—yes, it had come at last—a really lovely evening, greens able to “take it,” and Eaton’s bowlers ready to roll! Top left—as many of the committee as we could gather at that tense time: Sam Poole, Lil Greenberg, Bill Lord, Robena Campbell and Lorne Jackson. And in the other scenes—both action and deep thought!

## *Lawn Bowlers “Roll Out The Green Carpet” to Start the 1954 Season*

At least the grass was so green and so smooth, that’s what it looked like when Contacts visited the opening game on Tuesday evening, June 15. Just like last year, it had rained and rained, so the start was delayed even later than last year. However, ’twas a most welcome one to the kitty hunters, and the seven greens were fully occupied by Eaton’s 14 teams.

Too bad President Bill Stewart has to rest up for a while—the thoughts of all were with him that lovely evening. We all wish him back among us soon. As announced last issue, draws are at Sargent Park Tuesdays and Thursdays—visitors welcome! And let’s hope the weather will prove just as welcome!

### *Notice to . . .*

#### *All Five-Pin Bowlers!*

Entries of mixed teams will be accepted for the 1954-1955 season, until the middle of August. Make certain of your team personnel, before the holiday season, and avoid disappointment.

O land of spaces fair and wide,  
A thousand leagues from tide to tide;  
Whose snow-capped mount and wind-swept plain  
Spread northward to the frozen main.  
Thy thousand rivers, deep and strong,  
Send forth one grand majestic song  
In diapason ecstasy—  
“Our Canada Shall Greater Be!”

In farm and hamlet, growing town  
And vigorous cities of renown,  
Thy native and adopted son  
Must work to make their nation one—  
Stride hand in hand through history’s page,  
Forward to their great heritage.  
From field and mine and factory,  
Cry, “Canada Shall Greater Be!”

—From “Canada” . . . W. E. G.

### *Changing of The Guard . . .*

is a great sight, says Mr. Tom Giles, and he and Mrs. Giles enjoyed it. But turning away from the Palace gates, where many American and other tourists were standing, they moved across towards the Duchy of Cornwall building and joined a small gathering who seemed to be waiting for something. Sure enough, quite shortly the Queen, accompanied by Prince Philip—just recently returned from the royal tour—drove up and passed quite close, giving the visitors most charming smiles.



Top Left—Mayor G. Coulter. Right and Lower Left—The drivers receiving bonuses. At Right—Driver Hugh McDonald. Below—Mr. R. B. Baillie.

## SERVICE—WITH SAFETY!

### Eaton Drivers Again Demonstrate That Vigilance Can Avoid Accidents

Well over 1,100,000 miles travelled by nearly 200 Eaton vehicles in Manitoba, with an average of over 33,000 miles for any chargeable accident! That was the record rolled up by Eaton's drivers since the last Drivers' Dinner, said Mr. A. Arnason, Delivery manager, speaking at the Annual Drivers' Dinner held May 20.

Introduced by Chairman Gordon Muirhead, assistant Store superintendent, guests at the head table included His Worship Mayor Garnet Coulter, Police Chiefs Harry Baudry, of St. Boniface, and Donald McDonald, of St. James; Provincial Director of Traffic Safety, Mr. R. B. Baillie; Police Traffic Inspector Montgomery; Messrs. R. M. Pinfold, W. L. Palk, A. Arnason, J. Newton, R. David. Almost 200 were present, including drivers from Brandon, Dauphin and Portage la Prairie.

Said Mayor Coulter: "Eaton's is to be congratulated on the high quality of personnel," and he was happy because of their respect for citizens' safety. "Keep up the good work and keep down injury and damage."

It was notable, said Mr. Muirhead, that available records showed 25 drivers with 16-year no-accident records; in actual fact the record may be even better.

And, commented Mr. Palk, in the success of our dealings with the public — over and above organization, good equipment and safety checks—the spirit of the individual is the thing; our driving standards help prevent injury, misery and worry. He then read numerous tributes to the general good work of the Eaton Delivery men.

Mr. R. B. Baillie emphasized the enormous increase in the number of vehicles on the streets and pointed out that safe driving must be defensive driving. It's harder today even to maintain previous records, but he knew they would strive for better and better results.

Mr. Palk then called on Hugh McDonald to receive a token bonus; and in reply, Mr. McDonald thanked the Company for its generosity in these matters and assured them every man would keep trying.

Bonuses totalled nearly \$2,600, and were handed out at the close of the meeting. Baritone Roy Firth was heard in song, and Bill Walker entertained very amusingly. A most instructive film about truck drivers was very interesting.

(Continued on Page Seven)





**Baseball Executive**—Top, Left to Right: Beth Jamieson, 161; Pete Helland, Printing; Anne Surbey, 70; Elsie Kunz, 161; Stan Crozier, 38; Stan Drobka, 53. Front: Dorothy Martin, 122, Treasurer; Edna Johnston, 184, Vice-President; Ted Black, M.O. Operating, Past President; Anne Fast, 122, Secretary. Lower Left: Norm Locke, 253, President.

Top Right—Season opens! Mr. Bruce Sutherland, staff superintendent, all set for a homer; Editor Bill Gray catching (what a hope!).

At Right: Mr. Ed Rogers prepares to sneak over a tricky pitch. Incidentally, there were no bids for their active membership!



## BATTER UP! Baseball Starts!

'Twas one of those fair (and rare) early summer evenings, when at Sargent Park on May 26, the Store and Mail Order representatives were privileged to take up the offer of the Baseball Executive and visit both the men's and girls' ball diamonds to start off a late season. All we can say up to now is: May it soon be sunnier to show off those beautifully colourful uniforms and to give the teams a real chance to enjoy the games and competition!

### SERVICE—WITH SAFETY!

(Continued from Page Six)

#### FLASH—Eaton Driver Hugh McDonald Commended in Traffic Check

Shortly after he had been complimented at Eaton's Drivers' Dinner for his wonderful record of 42 years without accident, Hugh McDonald received big publicity in the Tribune-Traffic Department joint check on good driving—and otherwise.

Hugh's advice for drivers: their careful attention to all rules—and finally, when they caught up with him for questioning, his own excellent record "made the news" in a big way. Congratulations to Mr. McDonald, not only on his own exceptional record, but because he represents, too, the grand general record of Eaton drivers—an inspiration to all Winnipeg motorists!



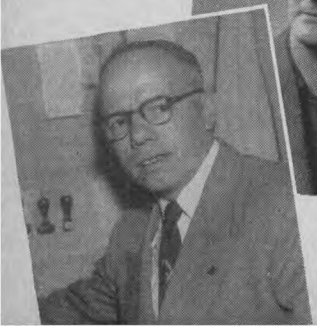
### Party Glimpses

Above, a corner of the party from Customers' Accounts Offices held to honour Mr. Bill Thomson (centre, with Mrs. Thomson).

At right—a scene or two at Supt's. Office party for Mr. D. McInnes. (See quarter-century and 35th Anniversary news)

Seven





## Thirty-Five Years

**DANIEL DICK McINNES**, of the Superintendent's Office, completed 35 years with Eaton's on June 2, and seeing that Dan is known to almost everyone in the Store, it was indeed a great day for him with visitors and congratulations every minute.

Paisley, Scotland, was his birthplace, and Mr. McInnes joined Eaton's in '19, being with Receiving for 16 years, Construction for 18 years, and now in Superintendent's Office. A jolly surprise party was sprung on him that night, with Mr. and Mrs. W. L. Palk, Mr. and Mrs. F. G. Muirhead, Mr. and Mrs. Brook joining the office staff and friends from the Carpenters and Painters and Receiving staffs—all having a gay time in Dan's recreation room. Mr. W. B. Pickard, late superintendent and Construction chief, was there to do honour to Mr. McInnes, also.

A vacuum ice-cube container was his associates' gift, and the Construction staff presented glassware.

Mr. and Mrs. McInnes have two children, Eleanor and Daniel. As to recreations, Dan looks back to great years of soccer football, Eaton's tug-of-war teams; but nowadays gardening and membership of King Memorial Church fill his off hours.

**FRANK R. GRAY**, of the Groceries, was for 33 years with the Eaton Creamery, from June 7, 1919. Four years in the Great War, three of them active overseas with the 20th Battalion, and five years in World War II as a staff sergeant with C.M.S.C., give him a military record of which he may be proud.

Mr. and Mrs. Gray have a daughter, married, and one grandson. For several years president of St. Vital Legion, Frank still plays golf, used to be quite a curler, but now enjoys watching baseball and soccer. On behalf of the department he was presented with a radio.

**JOHN LOONEY**, of the M.O. Receiving Room, was born at Ramsey on the Isle of Man, an island famous in British history and literature. John's complete service has been with the Receiving, and all the Mail Order men who work with that end count him as a helpful and considerate friend, most co-operative under often trying conditions.

Mrs. Looney was an Eatonian, too, Miss Hilda Gillies, of the M.O. Handkerchief Department. They have a son, Hilliard Jack. John was presented with a wrist watch from his department, to mark his anniversary on June 9.

**FRANK JONES**, shown here with his old friend, Tom McKenzie, was the recipient of a wrist watch from the department on the occasion of his 35th anniversary, May 26. With Store Caretaking all his Eaton service, Frank looks back on four and a half years with the famous Royal Engineers, ranking sergeant. He was wounded in the Great War at Ypres.

The Joneses have three married children, Florence, Dave and Frank, and daughter Dorothy at home. Fond of motoring and gardening, Frank is past master of Loyal Orange Lodge No. 120. You'll find more news of Frank on Page 11, by the way.

**THOMAS MCKENZIE** is proud of his long association with Eatonian Frank Jones, and the camera caught them together. A Londoner by birth, Tom has been with Eaton's Caretaking since May 27, 1919. In the Great War he served with Winnipeg Grenadiers, also in the Cyclist Corps (under Sgt.-Major Finlay Tease), four years in France.

Mr. and Mrs. McKenzie have two children, Thelma and Alex. Tom is a member of the Eaton Curling Club. For his 35th anniversary he was presented with a very handsome Gladstone bag, Mr. A. Patterson doing the honours.

### Description of Pictures on This Page

Top Row—Left to Right: D. McInnes, W. Harrison, F. Gray. At Side—Reading Down: J. Looney (right) congratulated by Mr. A. Patterson; F. Jones with T. McKenzie, W. P. Miller, G. T. Wells, A. E. Holmes.





## With EATON'S

**JOHN MCCONNELL** counted 35 years with Eaton's, May 23, and the event was marked on May 20 by a department dinner in Mac's honour at the Homestead. Norm MacDonald spoke of his Eaton career and presented him with a sports shirt and also a baseball autographed by Winnipeg Goldeyes. On May 22, Mr. H. B. McGregor, on behalf of the department, presented Mr. McConnell with a lounge chair and foot stool.

John, who was born at Kamloops, in B.C., is famous, more than locally, for having attended World Series baseball for 33 years, and the All-Star July games; has 32 baseballs autographed by the great players and clubs; Brooklyn Dodger button, etc.

Mac was a corporal in the 16th Canadian Scottish, serving 4½ years in the Great War, and wounded. He was a North-End Club track and field man in his younger days, a rugby player and tennis player—and sings bass in St. Matthew's choir. This year—the series again, of course!

**MISS EDNA UNDERWOOD**, from Fulham, London, has seen all her Eaton service in the Cash Office, and is now with Head Cashiers. On her anniversary day, May 26, "Terry" was presented with a handbag and a pen and pencil set, Mr. H. Einarson making the presentation and extolling her good work. She also received many personal gifts. With her sister, who is visiting from England, Terry is going to see friends on a holiday to the coast. We wish her a very lovely time.

**GEORGE ALLAN**, assistant in M.O. Time Office, is a well-known Eaton figure. Born at Balfour, Stirlingshire, Scotland, and came to Canada early and was overseas in the 1914-18 war with 21st Battalion and Cycling Corps—wearing the crown of company sgt.-major, and seeing much service in France—mentioned in despatches, 1918. Mrs. Allan is an Eatonian (nee Ruby Gibb, with M.O. Staples and Girls' Wear). A son, Ralph, with the R.C.A.F., lost his life in France in World War II.

A well-known member and curler in Valour Road Legion, George is famous for his exploits, too, in Eaton curling, having won the McGee trophy several times. Their cottage at West Hawk Lake affords the Allans great recreation and pleasant visiting every summer—and to make that and his home lawns even more comfy to him, his department presented him with modern aluminum lawn chairs on his anniversary, May 27.

**MISS PEARL HARPER** is a Winnipeg Miss and her 25 years have been with M.O. Copying. The department marked the occasion with the gift of a lovely wall mirror and numerous personal gifts were loaded on her gaily-trimmed desk, May 19. At a Grill Room luncheon Pearl received a brooch and earrings set. An active member of the Eaton Five-Pin Bowling League, she has now been a life member for some years.

**OLAFUR W. OLAFSON**, assistant, Jewellery and Watch Repairs, was the centre of much happy excitement June 5. The department presented him, Mr. M. Donaldson officiating, with an easy chair, and sent roses to Mrs. Olafson. Compliments on his good work, his wonderful disposition, and many personal good-will visits were his that day. And "the lads" had preceded all this by a stag party the night before, had a lot of fun, and presented him with an electric razor. For 30 years Mr. Olafson has been an Eaton curler and golfer—so we guess he likes golf and curling!

**ALFRED LANE** is another of our Winnipeg Printing Department men who attained 35 years' service on May 20. He was born in Toronto but came here, married and settled down as a westerner—and as his record shows—is a real Eatonian.

(Continued on Page Ten)

### Description of Pictures on This Page

Top Row—Left to Right: G. Allan, Miss Pearl Harper, J. McConnell. At Side—Reading Down: Miss E. Underwood, O. Olafson, A. Hammond, A. Lane, G. Bennett.





## Thirty-Five Years With EATON'S

(For other pictures,  
see Pages 8, 9.)

**WILLIAM FERRIER** (left), another Scot from Edinburgh, completed 35 years with the Printing Department, June 14. He served overseas in the Great War with the Royal Canadian Artillery and suffered wounds. Mrs. Ferrier is the former Edith Ballingall, of the Grill Room staff, and they have a son, Alec. Golfing, fishing and bowling keep Bill occupied and active.

**JOHN S. VENTON** (centre), from Devonshire, followed in the wake of Sir Francis Drake—but stayed "this side." May 27 was his anniversary day. He was overseas with the 16th Canadian Scottish in the 1914-18 war, is married, has two married daughters and two granddaughters of eight and nine years.

On behalf of the department, Mr. J. McClure made Jack a presentation of a lamp and congratulated him on his good work. He was also guest of honour at a stag party in Norwood Orange Hall when Dave Brand presented him with a camera on behalf of friends present. As superintendent of West End Gospel Hall Sunday School, Jack's spare time outside his home is well occupied.

**WILLIAM OSBORNE** (right)—another Eatonian from Devon! Thirty-five years with the Grocery Department, May 20. Previous to starting with Eaton's in 1919 he served with the 8th Battalion—famous Little Black Devils—in France and Germany. A married man, we know Bill will find a favoured spot in his home for that useful clock-radio from the department, presented by Mr. G. B. Douglass.

**ALBERT EDWARD HOLMES** started at a Parcel Desk 35 years ago June 9; has been 32 years with the Drapery Workroom. In presenting Mr. Holmes with a cocktail table on behalf of the staff, Mr. S. Patterson, department manager, said he had helped to build the department to to-day's high standing. That evening a surprise stag was held at the home of Mr. H. Pilling, City Drapery assistant, in Ed's honour, and he was presented with a Parker pen and pencil set.

Mr. Holmes has been a bandsman with Royal Winnipeg Rifles, first in the Great War and then in the Reserves; has a 12-year Long Service Medal as well as General Service and G.V.S.; is Assistant Commissioner, Assiniboia District, Boy Scouts; staff sergeant Royal Winnipeg Rifles Reserves, and representative to the Canadian Legion No. 4.

Mrs. Holmes was Eatonian Elsie Simpson, M.O. Men's Hats, and they have a married daughter, Kathleen.

**GEORGE THOMAS WELLS**—another Printing Department Eatonian who chalked up 35 full years on June 11. Born in Worcester, England, he married an Eatonian, Miss Daisy Murchie of the same department. Their daughter, Margaret, is married, and they have also a son, David John.

A veteran of the Great War, George served overseas for 3½ years with the Second Division Artillery Brigade. A member of No. 1 Canadian Legion, likes curling, gardening and woodworking.

**GEORGE BENNETT**, assistant in the Furniture Delivery Department, is a native of Rossburn, Manitoba, and has divided his time, as yet, 20 years with our General Delivery, and 15 with Furniture. Mrs. Bennett is the former Lillian Jeffreys, of Staples Department.

On his anniversary, June 9, he was treated to a most enjoyable stag at the home of Mr. J. Roberts, 220 Albany Street, where he was presented with a very nice fishing rod. So it's easy to guess how he spends his leisure! By the way, George, you're requested not to bring home fish stories—but nice fresh fish!

**WILLIAM PATON HARRISON**, in charge of the Third Floor Fish Counter, was born in Glasgow, Scotland, and has been with the Meat Department for all his 35 years.

From 1916 to 1919 Billy was with the 13th Battalion, Canadian Black Watch, most of that time in active service in France. He was in Eaton's twice, for short periods, as far back as 1911 and 1914; joined permanently after the war. His anniversary was June 4.

West End Club lawn bowling, five-pin bowling and some golf give him active recreation. And for a souvenir of his big day on June 4, his co-workers gave him a torchere lamp, presented by Mr. W. Hodgson.

**ALBERT HAMMOND**, for 35 years with the Receiving Department, completed 35 full years with the Company on June 2 and, on behalf of the department, was presented by Mr. A. Patterson with a mantel radio.

In the Great War, Albert served with the Canadian Army in the 18th Battalion and with the Cyclist Corps; overseas for three out of the four years.

Mr. and Mrs. Hammond have two married sons (one, George, is assistant in Basement Men's Wear). Fishing and motoring afford Mr. Hammond both exercise and recreation.

**WALTER PARIS MILLER** is proud as our other Scots celebrants of this issue, to claim Glasgow as his birthplace. Twenty-five years at the Printing and the last ten with Children's Wear, Mail Order, make up his time—with five years included, 1914-19, when he served with the 43rd Battalion Cameron Highlanders of Canada. June 10 was his big day.

Married, he claims no special interest for recreation, but we know will enjoy using the radio presented by the department whether he takes it on that west coast holiday or not!

**MISS ISABEL DAVIS**, of 116, Mail Order Copying, completed 35 years in that department on June 5, and was the recipient of a chest of Lady Hamilton flatware from her department. She was also guest of honour at a Grill Room luncheon when her friends presented her with personal gifts.

For recreation she likes reading, music—piano especially—and travelling (and in connection with the last, is looking forward to seeing Florida some time). Happy trip, Isabel!





## A Good Time for All at the Big Annual "132" Picnic

That Eaton's IS the Store for Young Canada, was well and happily shown at this well-organized outing for the hundreds of children, dads and mothers, granddads and grandmothers and friends who met at the St. Vital Fair Grounds on Saturday afternoon, June 12. And everybody—but everybody—was young at heart anyway; and the oldsters enjoyed the many treats as freely, if not as fully, as the youngsters. Soda pop and ice cream, hot dogs and popcorn, all were generously handed out and treated with prompt attention.

So what—there was a shower or two (one of them not funny, McGee!) but the weather was a lot luckier than last year, and the many races were run off in jig time. Everybody was in on it, from the tots who all were rewarded for toddling down the stretch to the ladies in their "scramble" and sack races; and the hubbies and dads and grandpas who ran novelty races or hobbled and ran in the famed three-legged race. The ponies, of course, were as usual one of the thrilling highlights for the children; the Heather Belles Pipe Band marched to stirring music as usual. And you should have seen the "eats" at those tables! Sorry the pictures are not too near or clear, but light conditions were very difficult.

Mr. Tom Giles and Mrs. Giles returned from their Old Country holiday in time for the great day—wouldn't have dreamed of missing it, they said—and it must have been a great welcome back! To the hard-working committee, all those invited say a hearty Thank You for a very, very pleasant and friendly welcome and a grand time with so many Eatonians. May the sun shine every minute next time—they deserve it!

### ... Talking About the Jones Boys ...

Here they are — three of them — Jones brothers of Eaton's. Last month we recorded the quarter-century membership of Arthur, 132 Receiving (at centre). This month we number Frank, 132 Caretaking (at left), among our 35-year Eatonians; and at the right is Charles, M.O. Packing, an Eatonian for 34 years—a fraternal total of 94 years! We don't know how many Eatonian brothers can keep up with the Joneses that way! It's something worth trying for, isn't it?



# Welcom TO THE Quarte Centu Club



## WILLIAM JOSEPH THOMSON

Manager of Accounts, Mr. Bill Thomson was Manitoba-born, at Russell. Nine years in the General Office, 11 in the D.A., and the last five in Accounts Offices made 25 on June 6. Captain Thomson served six years in the Army Signal Corps in the late war, five of those years overseas, and his decorations include Knight of the Order of Orange-Nassau (Netherlands).

He was the guest of honour at a party with about 200 present from all his departments (D.A., Charge, Contracts, M.O. and City Budget Plans), at the Marlborough Hotel, June 2, when he received a matching set of luggage and Mrs. Thomson was presented with yellow roses. All that day his desk had been the focus of a host of well-wishers.

The Thomsons have two married daughters, Mrs. Patricia Moar in Manitoba, and Mrs. Joyce Russell in Vancouver. Mr. Thomson is a member of Elmhurst Golf Club, the Lions Club, Canadian Club, Masonic Order and Khartum Shrine; also is president of the Winnipeg Credit Grantors' Association and a director of the National Office Management Association. (Well, you know what they say: "If you want something done, ask a busy man to do it!")

## MISS BARBARA VANCE

Assistant in the Lingerie and Foundations Department, Miss Vance came to Canada from her birthplace in Ballyrea, County Down, Ireland. Her full service has been in the one department. Roses and many gifts were brought to her desk on her quarter-century day, May 27; and among these were a grass skirt and lei—for she plans to visit the Hawaiian Islands on her long vacation. She also may find time for a golf game or two, that being her active sports interest.

Mr. J. Ferguson presented her with a luggage set from the department; and besides being guest of honour at dinner at the Pad-dock, Miss Vance was entertained with Mr. King and Miss Gunning at the department dinner and party at Vasa-Lund.

## ROBERT JOHANNESON

Karl Robert Johannesson, another Manitoba Viking, made his bow to this world at Arborg, Man., and has been 25 years in Despatch Carriers and Despatch. On his anniversary, June 3, Mr. J. McClure presented Bob with a power drill from his co-workers, with best wishes for many more years' happy association. Mr. H. W. Einarson, manager, also praised Mr. Johannesson for his good work.

At a stag party in his honour that evening, Bob also received shirts from his friends, Jack Moore making the presentation.

Bob spent four years with the air force in World War II. Mr. and Mrs. Johannesson have one girl, Roberta; and outside of those inevitable home jobs, Bob gives time to Harstone Memorial United Church.

## MISS WINNIFRED JANE CAITHNESS

A lassie from Carnoustie, Forfarshire, in Scotland, Miss Caithness has been with the Women's Garment Alterations, where she now is a signature, for her full 25 years. On June 10 many friends joined her department associates in congratulating her and bearing gifts. Two settings of Winnie's favourite Minton bone china were chosen as the department's gifts and presented by Miss K. Waywood, department manager, with best wishes. Winnie's quarter-century holiday plans included a motor trip to the U.S.A.

## MRS. RUBY ALLAN

For 23 years in the Staples and the last two in Girls' Wear, Mrs. Allan has been a Mail Order Eatonian. Born in Belfast, she grew up here. Mr. and Mrs. Allan get great pleasure out of their summer cottage at Penniac Bay, on West Hawk Lake. Travelling and reading are her recreations.

On her anniversary day she received a handsome handbag from the department and many personal gifts. Good motoring to the coast, and may your long holiday be a most happy one, Mr. and Mrs. Allan.

## CARL A. GOODMAN

Winnipeg itself was the birthplace of this popular Eaton driver, 25 years on that job, May 27! Carl was away doing his part in that even bigger job for us all, serving with the Army Service Corps for nearly six years.

He is married, with one girl, Nettie; likes shooting and fishing for recreation, exercise—and excitement! On his anniversary day, Mr. A. Arnason presented Carl with a mantel radio, a gift from the department.



# Welcome TO THE Quarter- Century Club



## REGINALD ALFRED KING

A Winnipegger born and raised, Reg King was two years in Shopping Card Assembly, six years a Despatch Carrier, two years in the Self-Serve, and the last 15 years has been in the Lingerie and Foundations Department where he is now department manager. When war came, Mr. King enlisted with Canada's famous Cameron Highlanders, was commissioned lieutenant, and served 2½ active years overseas out of a total five years. In addition to regular war medals, Lieutenant King has the 1939-45 Star, the C.V.S.M. and Clasp, and the Defence Medal. Mrs. King is a former Eatonian, Jessie McPherson, and they have a son, Jimmy.

The department had a grand party—jointly for Mr. King, Miss Vance and Miss Gunning—at Vasa Lund, where they banqueted the guests of honour and made special personal gifts, and presented Mrs. King with roses. On his anniversary date, June 3, many friends called to congratulate Reg., and on behalf of his colleagues, Mr. J. Ferguson, manager, presented a clock-radio. There were numerous telegrams from out-of-town friends. A member of the Masonic order, he is active in bowling, curling and golf.

## MISS BARBARA SIMMERS-ROSS

Historic Edinburgh, in Scotland, was the birthplace of Miss Ross, assistant in the Women's Coat and Suit Department, joining Eaton's June 24, 1929. Miss Ross has been with that department ever since. At a party held jointly for Miss E. Cummings and Miss Ross, Mr. R. Oliver proposed the toast to the guests of honour, and Mr. Graham Scrivener, manager, presented "Twenty-Five Years with Eaton's" books—specially compiled by the staff—and the department's gift to Miss Ross, a combination wallet and compact, with gift certificates.

Mrs. C. Gruber, convenor, with Mrs. H. Kane, Mrs. L. Church and Mrs. N. Scott, were thanked for arranging this fine evening.

Miss Ross enjoys motoring and is planning a holiday at the coast, so we're sure she will have a lovely vacation.

## MRS. FLORENCE ANNA KELLETT

Born in Norwood, Manitoba, it's small wonder that Florence selected Eaton's as the place to try for work—for Norwood is the home of many Eatonians! With the Store Infants' and Children's Wear Department since joining, Mrs. Kellett celebrated her 25th anniversary June 3, and many were the friends who came to congratulate her. A travelling bag was presented by the department to accompany her on a happy "big holiday."

Now widowed, Mrs. Kellett has one daughter, Irene (Mrs. J. E. Cullen). She has always enjoyed working in the different sections of her department, said Florence, and finds the Baby Shop a specially nice place.

## SVEINN MAGNUSSON

Another Manitoban, born at Lundar, Mr. Magnusson's 25 years have been spent in the Despatch Department. His anniversary was May 21, and "Maggie" received a lounge chair from his colleagues, Mr. J. McClure doing the honours.

At Norwood Orange Hall a large number of his Eaton friends held a stag party for Sveinn and, on their behalf, Bill Martin presented him with a pen and pencil set. A happy evening was spent enjoying movies, sing-song, and good things to eat!

## Description of Pictures Above

(Left to Right)

Top Row—W. J. Thomson, Miss B. Vance, R. Johannesson, Miss W. J. Caithness.

Second Row—Mrs. R. Allan, C. Goodman, Miss B. Ross, R. King, S. Magnusson, Mrs. R. Kellett.

God be with you in the summer  
When the sweet June roses blow;  
When the bobolinks are laughing  
And the brooks with music flow.  
When the fields are white with daisies,  
And the days are glad and long;  
God be with you in the summer,  
Filling all your world with song.

"The Year Through"

Picture of Time Building fire, courtesy Free Press. Of Eaton's with water curtain, by Mr. I. Goodman.



Top Row—Left to Right: Mrs. May Hussey, Mrs. I. G. Barbour, Mr. S. Smedley (left) receiving best wishes from Mr. A. Arnason. Second Row—Miss A. Saunderson, Mr. W. Hanson, Miss C. Gunning.

## Honoured On Retirement!

**MRS. MAY E. HUSSEY**, of the Lunch Room staff, retired from service May 17 and received from her fellow-workers a smart wallet with currency, presented by Mr. J. Laing.

**MRS. I. G. BARBOUR**, of the Wages Office, was honoured on the occasion of her retirement, by the gift of a rocker-lounge chair from department management and staff, and, as she is one of the Blue Bombers' most enthusiastic fans, a group of friends held a breakfast for her at Moore's and gave her: 1—A warm blanket in a matching blanket cover, (cushion or seat and rug). 2—An umbrella; 3—A thermos flask. Now she can face the weather at the stadium, come what may. May you see many a game, Mrs. Barbour!

**MR. S. SMEDLEY**, of the Garage staff, whose service dated from June, 1943, nearly ten years, retired on June 1 and received, at the hands of Mr. A. Arnason, a lounge chair from department management and staff.

**MR. WILLIAM HANSON**, of the Caretaking staff, retired recently and was presented with a mantel radio on behalf of the department.

**MISS A. SAUNDERSON**, of the Store Infants' and Children's Wear Department, retired on June 2. Miss Saunderson's long service dated from June of 1921—33 years! A clock radio was the department's gift to her—and should be a welcome possession on her holiday. Have a good time and see us when you come back, "Sandy."

**MISS CHARLOTTE GUNNING**, of the Linerie and Foundations Department, bade good-bye to her colleagues on her retirement, May 15. On behalf of the department, Mr. J. Ferguson presented her with a lovely coffee table, and numerous friends added their personal gifts with best wishes for a well-earned holiday and happy leisure years.

**MISS DOROTHY LUTY**, of the Sales Audit, who left us on May 29, had almost completed 35 years in the Company's service. A handsome set of luggage was presented to her on behalf of the department. A group of friends held a luncheon at the Homestead in her honour and she received numerous personal gifts. A journey overseas is planned by Miss Luty—that it may be a very happy time is the wish of her many Eaton friends.

To all these Eatonians, every good wish for the years to come.

## Eaton's Welcomes Young "Good Neighbours"

**BANDS ACROSS THE BORDER**—Such as that smart high school band from Wadena, Minnesota, in Winnipeg for several days, and guests of Eaton's for luncheon on Thursday June 10. Three bus-loads of girls and boys smartly outfitted and well drilled—good musicians, too, of course.

Mr. G. K. Evensen, the conductor, with Mrs. Evensen; and Mr. and Mrs. C. Sawtell were in charge. Alderman C. E. Simonite, acting Mayor, and Mr. Fred B. Ferguson, executive secretary to the Mayor, welcomed them to Winnipeg. Also present were Miss Jones and Mr. F. Merrett of Winnipeg Tec.-Voc. Each member was presented with a Winnipeg City crest by the Mayor's representatives.



## ***We Have Much To Be Thankful For . . . .***

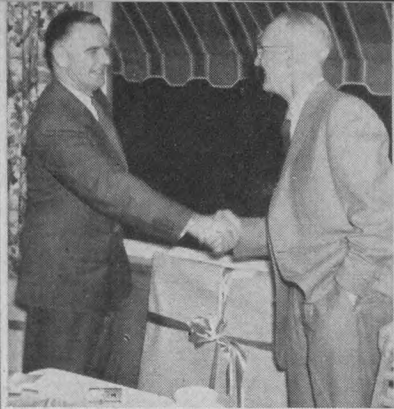
All Winnipeg grieved over the disastrous fire which, aided by a great windstorm, swept through the Time, Dismorr, Norlyn and other buildings in the early hours Tuesday, June 8. Happily no lives were lost and no serious injuries sustained, and to those who have suffered direct loss in the fire, our sympathy is extended.

Eatonians, of course, feel a very special gratitude that our buildings, so close to the actual disaster, were spared from the flames. This great good fortune we owe to the direction of the wind, to the prompt and sustained efforts of our Emergency Brigade, Fire Protection staff and the others who volunteered. Theirs was not a safe or easy task. Despite the intense heat, they maintained a water screen on the front of the Store throughout the period of danger. The pictures above give you some idea of the terrible flames and the protective curtain of water thrown by the hoses.

In addition to those who actually fought the fire danger, the lasting thanks of all Eatonians goes out to maintenance staffs, repair crews, lunchroom girls and the many others who pitched in.

When you want a big job done, ask Eatonians to do it!





At left: Mr. Perry with the miniature of his lounge chair; Mr. Young (left) receives his mirror from Mr. Hine; Mr. Murray and his pictures.



## Port Arthur Quarter-Century Men Honoured

On Saturday, May 8, Port Arthur Store department managers and their ladies gathered at the Golf and Country Club to honour four members entering the Eaton Quarter Century Club. Mr. H. E. Perry, assistant Store manager, completed his 25 years of service April 2; Mr. H. L. Young, April 22; Mr. J. Murray, May 29, and Mr. G. D. Nelson, Store manager, on June 22.

Following a very enjoyable dinner, the chairman, Mr. C. Hine, made presentations to the honoured guests from those assembled. Mr. Perry was presented with a padded chromium lawn cart; Mr. Young, a large plate glass mirror; Mr. Murray, a pair of Haddon Hall pictures, and Mr. Nelson, a fireplace screen and set of andirons.

In his opening remarks, the chairman spoke of the progress of the Company's operation at Port Arthur over the past years from a C.D. Store to the modern Branch Store proudly bearing the Eaton's of Canada signature, and extolled the contributions to its growth and service made by the guests of honour.

In accepting the gifts, each of the new quarter-century men spoke of his service with the Company, and many reminiscences of happenings during the past quarter-century were brought to mind. The remainder of the evening was devoted to an informal party of cards and dancing.

\* \* \* \*

## Skedgel Team Wins Port Arthur Five-Pin Bowling

Port Arthur Eatonians held their bowling and curling wind-up at the Casino Pavilion on Tuesday evening, April 27. About 80 were in attendance, with Mr. A. Thomson as chairman. Mr. G. D. Nelson, Store manager, presented the Eaton bowling trophy to Mr. D. Skedgel, captain of the winning team, and an individual miniature trophy to each member.

Ladies' high single prize, won by Miss M. Poho, and men's high single won by Mr. T. Kenny, were presented by Mr. C. Hine. Rookie award was presented by Mr. G. D. Nelson to Mrs. F. Bates.

Mr. A. Thomson presented the Snowden curling trophy and miniatures to the winners, A. Holt, R. Gravelle, P. Hacquoil and E. Dieter. To the runners-up, G. Johnson, B. Storey, M. Fox and B. Johnson, consolation prizes were presented by J. Cockell. An evening of dancing followed the dinner.

\* \* \*

Left to Right: P. Hacquoil, Mrs. D. Skedgel, D. Skedgel, captain; Miss M. Vak, Miss J. Burns.

Sixteen



# Our Tourist Visitors ...

## And How You Can Help Them

When tourists are sight-seeing — well, that's what they're doing. We, too, when we travel, all like to see grand scenery, historic places, imposing buildings. But — when they go shopping, there are usually definite objectives in mind, and for things quite as thrilling—things for personal use or wear, for children or relatives; for their homes or home gifts for others.

So when tourists are in our Store you can help them quite often, by saving their time in looking for specific merchandise. Experience tells that they mostly want some souvenir goods—which can be found in Second Floor Fancy Goods, Main Floor Notions, Jewellery and Stationery, and Basement Store. English china, woollen wearing apparel and home items are other favoured choices. Consult your lists supplied by Staff Training—and be ready to help visitors by selling or telling!

Information Centres are on Main and Second Floors



Then we'd like to hear from you about it. It may be worth money to you, for we pay for ideas accepted or considered of potential value or use. Not all suggestions are usable, acceptable or given monetary reward—but the more sent in the more to be considered—and rewarded!

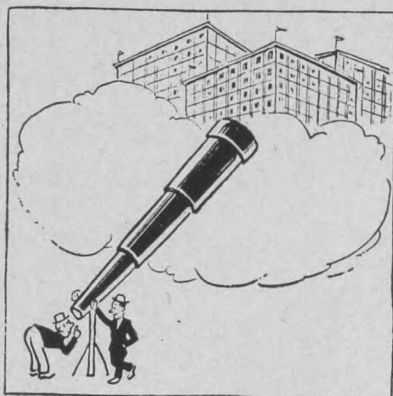
It may be some little routine you have devised to simplify or help your own work or system; it may be a matter of safety precaution; it may be a business-getting idea or an economy angle! Whatever it is, let's hear from you.

Suggestion forms are obtainable at Time Offices and Staff Relations Office, Second Floor, Store. There are suggestion boxes in the Store and Mail Order Main Time Offices, but you can put yours in an envelope addressed to Suggestion Committee, Staff Relations Office, Store, and it will be safely delivered—and confidentially treated.

## FOR THE CONVENIENCE OF THE MANY CUSTOMERS AT THE BEACHES, EATON'S SUMMER DELIVERY IS NOW IN EFFECT

Please familiarize yourself with these places and times, so that you may be able to give correct information if asked: **PARCEL DELIVERY DAILY** to Matlock, Ponemah, Whyte-wold, Winnipeg Beach, Boundary Park, Sandy Hook, Husavick, Gimli, Gimli Airport. **FURNITURE DELIVERY** to the same places, **WEDNESDAY AND SATURDAY**.

# WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

**Foodateria—By Ruth Morris**

Betty Ogston became the bride of Jack Lytle on June 5 at St. James' United Church. Mr. A. Carr, manager, presented Betty with Coronet pots and pans on behalf of the department. Her gift from the Company was blankets and foam pillows. A kitchen shower was also held in her honour.

Flo Frovich became the bride of Ron Hamel, June 12, at Holy Cross Church. She was presented with Revere ware on behalf of the department, and a kitchen shower was also held for her by her co-workers.

Norma Bryan left June 12 to be married to Roy McClymont and a presentation of Revere ware was made to her on behalf of the department. At a shower held at Moore's in her honour, Norma received blankets and a bath mat set.

We wish all our newlyweds good luck and much happiness in the future.

Best wishes to Bob Merritt who has recently left us.

We hope Cloe Boucher likes her new job out west. Mr. A. Carr presented her with a pen and pencil set on behalf of the department. We miss you, Cloe, and wish you the best!

### Meats

In honour of Joan Payne whose marriage took place June 19, Ethel Hewitt held a party at her home recently. A number of Joan's Eaton associates presented her with a hostess chair and corsage.

The staff of the department, on June 11, presented Joan with a lovely mirror, Bob Stacey doing the honours. We all wish Mack and her many years of married happiness. "Lang may their lum reek."

Sorry to report Glen Rushton is not well and has been ordered to rest. We are hoping for his speedy recovery.

Teddy Duffield recently retired from the Store. Ted has been in poor health for some years, so here's hoping that he will improve and enjoy many years of happy retirement.

Our deepest sympathy goes to Mr. and Mrs. Les Povey on the recent passing of Mrs. Povey's mother.

**Hosiery and Lingerie—By A. Treger**

Miss Ardith Cummings left May 19 to become the bride of Mr. Roger Lernout. The wedding took place, May 22, in the St. Vital Roman Catholic Church. On behalf of the staff, Mr. R. Clarke, department manager, presented Ardith with a gift and every good wish for her future happiness.

Eighteen

Welcome back to Ina Gracey after a seven-week motor trip. Her quarter-century vacation took in New Orleans, Florida, New England States and Cuba.

**5c to \$3.00 Department—By M. McCance**

Miss Laurie Laurence left our department on Saturday, June 5, to become the bride of Mr. Ed Martel on June 12. Mr. L. J. Lewis, department manager, presented her with a gift of luggage from the staff. A shower was held at the home of Miss Gerry McLellan at which time Laurie was presented with bedding. Our very best wishes for the future, Laurie.

We are pleased to report that Betty Neufeld is able to report back to work after her convalescence from an appendix operation.

\* \* \*

### MAIN FLOOR

**Drugs—By C. O'Kelly**

We are glad to report that Dave Donner, of the Dispensary, is well on the way to recovery after serious illness. He has been discharged from hospital and is recuperating at home.

Another of our invalids, Dick Murray, Camera Counter, called to see us recently. He is looking much better but it will be a little while yet before he is back at work.

We hear that Edith Addy Dyer, now residing in England with her husband, has lost her heart to the beautiful countryside. She tells us she is having a wonderful time.

**Notions—By V. Gillespie**

Good luck to Maureen Robinson who has left us to make her home in Vancouver. She received a parting gift from the department.

Glad to see Kay Reid back and well again after her motor accident.

Our deepest sympathy to Mrs. Lelland in the recent loss of her father.

**Men's Footwear—By M. Williams**

Best wishes to Ronald Duval whose marriage to Angie Colliguere was an event of May 1. A table lamp was presented to Ronald with the best wishes of his associates.

Best wishes also go to Roger Lernout who was married to Ardith Cummings, of Basement Footwear, May 22. Roger was presented with a table lamp from his associates.

Anne Beaufoy was presented with a set of sterling silver Jewellery Wednesday morning, May 26, when she left to make her home in Sarnia, Ontario, where her husband has been transferred. Our best wishes go with them.

John Griffith Evans arrived Saturday, June 12, the proud father being Tony Evans! Our congratulations to this happy family.

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### SECOND FLOOR

**Handkerchiefs, Blousettes**

**By Sigrid M. Jensen**

We welcomed back from her wedding trip Mrs. H. Braun (Nancy Jamieson) whose marriage was solemnized May 22.

Our sincere sympathy to Mr. J. G. Murray in the recent loss of his mother.

**Fancy Goods—By Mabel Deacon**

Our congratulations to Mr. and Mrs. S. Wachnian (nee Toni Krutiak, a former member of our staff) on the birth of their son, John Stephen, May 28.

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### THIRD FLOOR

**Hardwares—By H. Smith**

We regret to report Lea LaFreniere has been ill in the hospital and are glad she is now on the road to recovery.

We are glad to see Kay Lockhart back with us and looking so well.



The girls in the department held a luncheon on May 26 at Town 'N' Country in honour of Marg Bullock (now Mrs. Les Bergey), when a presentation of a train case and housecoat was made. Also, the department presented her with a bed-throw. Congratulations and best wishes, Marg and Les.

#### Meats

We are happy to report that Bert Saunby is doing nicely after his operation. Our best wishes for quick recovery.

Welcome back, Mr. Morrow. Very pleased to see you looking so well and fit.

\* \* \*

#### FOURTH FLOOR

**Lingerie and Foundations**—By C. J. Chisholm

Our department has certainly had an exciting time lately — with Miss Charlotte Gunning's retirement and the quarter-century celebration for Miss Barbara Vance and Mr. Reg King.

We are pleased to report that Mrs. Nelson is greatly improved after her recent operation. Sorry she missed our party and we hope she will be back with us soon.

Congratulations to Raymonde Marchand. She was a member of the cast of the stage play "Le Malade Imaginaire" which received honours in Winnipeg for the best performance and in Hamilton won the French trophy.

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#### FIFTH FLOOR

**Infants' and Children's Wear**—By M. Swartz

The fifth floor has been buzzing with activity. On May 26, Mary Buckko became the happy Mrs. Clifford Deegan. The department presented her with Revere ware and other kitchen utensils, at a party at Llentrad Harbour where Miss Anne Sanderson (retiring) and Mrs. F. Kellett (25th anniversary) were also honoured.

It certainly was nice to see Marge Adams back after her trip down south.

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#### SIXTH FLOOR

**Floor Coverings**—By Gladys McLean

It is reliably reported that in a game between two of our Store teams, our boy "Slim" was called upon as relief hurler when his team had a three-run advantage—but we are sorry to say that when the sun went down, Slim's team was on the short end of a 10-8 score.

Our "golfers" don't seem to be doing too well these days; even Joe Reid's reading the "book" hasn't helped very much. Suggest a little more practice and less reading.

The workroom boys held a stag at the home of Mr. and Mrs. Peter Buck on Friday, June 11, in honour of Jake Shapansky who has been ill for quite some time. The boys presented Jake with a well-filled purse and hope that he will soon be feeling much better.

**Sales and Expense Office**

Welcome to Jean Adams (from General Office) and Isabelle Rogers, new members of our staff. Also to Jim Paul who has rejoined us.

Best wishes are extended to Noreen Bell whose marriage to Bob Webb took place at Brandon on June 12. Before returning to Winnipeg to make their home, they will honeymoon at Salt Lake City. Noreen was the guest at a kitchen shower at which Dorothy White-side was hostess.

**Merchandise Office**—By M. M. Whyte

On Friday, May 14, Merchandise Office associates gathered to honour Ruth Glover on her forthcoming marriage to Ian Lillie, of Winnipeg. Their gift of a Snyder corner table and lamp was presented on behalf of the staff by Mr. R. M. Pinfold, assistant general manager, with best wishes for long wedded bliss. The wedding took place Friday, May 21, at St Margaret's Church—the church of Ruth's father, Canon F. Glover, who performed the ceremony.

#### SEVENTH FLOOR

**Stock Audit**—By I. Morris

Mr. Mel Sutherland recently received his button for his 50th contribution to the blood bank. A while ago, after his 40th visit to the blood bank, he received a plaque from the Governor-General of Manitoba and was at that time the highest donor in Manitoba.

We are sorry that Mr. H. M. Reid is away ill but glad to report that he is now on the way to recovery. Get back soon, Harry.

Congratulations to Vicki Jakimowich who received a beautiful diamond ring from Steve Merrett.

Our sympathy to Mr. M. R. Sutherland and family on the recent loss of his brother.

#### Furniture

Congratulations from Furniture floor and Warehouse staffs to Mr. and Mrs. Albert Hall-dorson who are the proud parents of a first-born son, David Lawrence, born May 17.

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#### EIGHTH FLOOR

**Sales Audit and C.O.D.'s**—By Pat Giles

Our best wishes to Bina Johnson who was married to Mr. Gordon Cleghorn on May 22. Bina received a lamp and ash tray from the department. A miscellaneous shower was held in her honour at the home of Sheila Paul.

Terry Farmer became the bride of Mr. Larry Ross on May 29. She received a torchere lamp from the department. A joint hostess miscellaneous shower was held in her honour by Joan Gibbs and Joan Berry at the latter's home. Our best wishes, Terry.

Congratulations to Trudy de Wit, the bride of Mr. Harry Darichuk on June 5. Her gift from the department was a torchere lamp. A joint-hostess shower was held in her honour by Helen Holmes and Pat Giles at the latter's home. Good luck to this happy couple.

Shirley Kelly left June 5 to become the bride of Mr. Emerick Bonn. A bathroom hamper was our gift to Shirley and with it went our very best wishes for the future.

On Monday, May 31, a kitchen shower was held in honour of Ethel Mitchell at the home of Alice Wright. Ethel left on June 12 to become the bride of Mr. James Bowman, the wedding to take place on Saturday, June 19. Mr. L. Croft presented Ethel with a coffee table on behalf of the department management and staff.

Congratulations to Joan Bender and Gladys Thiessen who received lovely diamonds. The lucky men are Leslie Turner and Dave Piper.

We are glad to see Joyce Baldwin, Audrey Kramble and Evelyn Thomas back with us again following their recent illnesses, but sorry to report that Norma Wilkes is still on the sick list.

**Budget Plan**—By E. Tamplin

Congratulations and best wishes to our three June brides:

Shirley Siddon married Bud Wells on June 4. She received foam pillows from the department and a lovely piece of Coalport china from her section. A dinner was held at the Homestead honouring Shirley at which she was presented with a lovely mirror.

Jenny Stanley's marriage to Neil Morrison took place June 12 in Stonewall. Her gift was a Silex coffee maker and sheets from the girls. Some of "the gals" gathered at the home of Mrs. Evelyn Nicol to shower Jenny with a chenille bedspread and figurines.

Gwen Showler, whose marriage to Mr. Roy Stanger took place on the 18th of June, received Revere ware from the department and a beautiful cut glass vase from her section. A shower was held at the home of Miss Joan Fleming when Gwen was presented with a mirror.

Congratulations to Mr. W. J. Thomson who celebrated his 25 years with the Company June 6.

#### D.A. Office Chatter

A very enjoyable dinner and dance was held at the Marlborough Hotel on Wednesday, June 2, when the D.A., City and M.O. Budget Plan offices joined together to honour Mr. W. J. Thomson who celebrated his 25 years with the Company.

Cupid shot his arrow into the D.A. Office again and the target this time was Arna Orchard who became engaged to Mr. Rolly Campbell. Our congratulations!

Sorry to say good-bye to Mrs. Ethel Price who left the office to live in the west. As a parting gift the office presented her with lingerie. Best of luck to you, Ethel.

#### City Ad—By Ethel Pratt

Congratulations to Mr. and Mrs. John Bruce on the arrival of a baby boy, John Scott, Friday, June 11.

The City Advertising contributed to the June wedding picture when Kay Kondryshyn became the bride of Paul Tomchuk in the Blessed Virgin Mary Church on Saturday, June 12. Twin hurricane lamps in white with ivory leaf trim were presented to our bride-of-the-month on behalf of the department. Also, the girls of the department held a luncheon in honour of Kay and presented her with an angel-cake server. We wish Kay and Paul a lifetime of happiness.

Mrs. Mariette Sund is a very welcome addition to our department, with a special welcome from Eldred and Stella with whom she will be associated in the "front office."

Mrs. Eldred Ormond is putting on a special "feed the mosquitoes" campaign, and was sporting some weird-looking bumps following a recent picnic.

#### Picture Framing Work-room

By Jean Mahoney

We welcome back George Jacques who has been away in the hospital. Glad to see you looking so well, George.

Florence Eburne left May 29 to become the bride of Albert Sidaway on June 5 at St. Matthew's Church. On behalf of Department 1076, Mr. C. S. Carswell presented Florence with a lovely mirror. She also received numerous personal gifts. Our best wishes for married happiness.

#### Women's Garment Alterations

By Helen J. Ledochowski

Our Scottish lassie, Winnifred Caithness, celebrated 25 years as an Eatonian on June 10. Congratulations, Winnie, and many more pleasant years with the Company.

Elaine Robinson left us on May 21 to take up housekeeping. She received a set of beautiful boudoir lamps with best wishes from the members of the department.

We extend our deepest sympathy to Marie Brisson in the loss of her son.

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#### ELEVATOR UPS AND DOWNS

By Bertha Sushnyk

Mrs. A. Braatan (nee Joyce Calder) entertained at a miscellaneous shower May 19 at 455 Home Street, in honour of Miss Agnes Reese, a bride-elect of May 22. The Elevator girls presented Agnes with Revere ware. She received a coffee table from the department on May 20, when Mr. J. Sutherland expressed our best wishes and spoke of the fine service she has rendered our department.

Aldous Brown is our new supervisor of girl operators. Aldous has worked in the Mail Order Building for five years. We hope your new position will prove happy and successful, Aldous, with the best of co-operation from our girls.

Welcome to three new operators: Inez Yoates, Yvonne Fennell and Mavis Stevenson.

Albert Brown is undergoing treatment at Deer Lodge Hospital. Let's have you back soon, Al!

We want to let the Cubs, our baseball team, know that we're cheering for them. Good luck, girls!

Twenty

## In The Mail Bag

### THIRD FLOOR

#### M.O. Packing and Money Returns

By F. Spice

Norma Wiebe left us May 15 to be married to Mr. D. Sawatsky at Carman, July 17.

Mary Peters left on May 29 to be married on June 12 at Pidgeon Lake Church to Mr. Henry Goosen. The 122 Department girls gave her a lamp and Coalport china ornament.

A dinner was held on May 21 at the Homestead to honour Hazel Butt, a bride-elect of June 12. There were about 30 present. The guest of honour was presented with enamel kitchenware. Hazel left work on June 5 to be married at Beausejour Church to Mr. Ed Litke. She received Revere ware from the department.

Margaret Bayrack, of 122C, left on May 29 to be married to Mr. John Drzynski at St. Vladimir and Olga Cathedral on June 5. Before leaving, Margaret received a rug from the department and an electric iron and Wear-ever double boiler as shower gifts.

A linen shower was held on May 21 at the home of Mrs. J. E. Anderson to honour Miss Emily Ogradnick, a bride-elect of June 12. Miss Ruth Comack and Mrs. A. Bell were joint hostesses. Emily left 113 Department on June 5 to be married at Gordon United Church, Elmwood, to Mr. Kenneth Park. Before leaving she received a comforter from the department and a shower gift steam iron.

Olga Harvath left 113 Department on June 5 to be married to Kenneth Usher at Morse Place on June 26. She received sheets and pillow cases from the department and an electric kettle and towels from "the gang" in 113.

Our wishes for long years of health and happiness to all these couples.

Good luck to Jessie Sutherland who has left to live in Vancouver. The department presented her with a trunk and a group of friends gave her a portable radio.

Shirley Evans left us on June 12. Before leaving she received a purse from the department and other personal gifts from her friends on the Third floor, with best wishes for her future.

#### M.O. Drapery Work-room

Saturday, June 5, was a great day for Jean Davidson who started her holidays on that date, and while away boards the "S.S. Romance" for her long journey on the Sea of Matrimony.

Jean was presented with a lovely card table with cover and cards complete, Mr. S. Patterson making the presentation on behalf of the staff.

On Wednesday, June 2, a dinner was held at the Homestead when about 24 girls, together with Jean's mother, gathered to honour her with a miscellaneous shower when many useful gifts were opened up. Jean was married on June 11 to Mr. Ronald Michael Dunne and will reside in Winnipeg. Our congratulations and best wishes to them.

\* \* \*

### FOURTH FLOOR

#### M.O. Hardware

By H. Sigurdur and B. Landry

Congratulations to a deservedly proud father, Tommy Shaw, whose son, Allan Bryce, won the Governor-General's medal at St. James Collegiate. Keep up the good work, Allan!

\* \* \*

### SIXTH FLOOR

#### M.O. Linens and Bedding

It's good to welcome back Alex Topp after his short illness.

Jack Shepherd is convalescing in Grace Hospital after an operation. Best wishes for a speedy recovery.

Bob Holmes is feeling much better and expecting to be back with us soon.

Congratulations to Mr. J. H. Egerton, retired member of our department, on the arrival of his granddaughter, Diane Enid, June 14.

Emily Graham, Evelyn McAndrew, Jim Burns and Gordon McRae, of the M.O. Staples, are all enjoying holidays on the west coast and have sent us "wish you were here" cards.

Best wishes to Mary McGowan, of the M.O. Staples, who is making a quick recovery from her recent operation.

We wish to extend to Mrs. John Swann and family our sincere sympathy on the death of Mr. Swann on June 12. Mr. Swann was a member of 36 Department for over 25 years prior to his retirement and was well known in Company curling and lawn bowling activities.

#### M.O. Dress Goods—By M. Middleton

Congratulations to Mr. P. H. Longstaffe, department manager, whose marriage to Miss Isobel Porter was an event of June 10, in the chapel of St. Matthew's Anglican Church. Miss Porter is the daughter of Mr. and Mrs. T. A. Porter, of Bredenburg, Sask. Mr. and Mrs. Longstaffe left on a wedding trip to Kenora and points east.

"Get well" wishes go to Mrs. Mary Walker and Miss Evelyn Foster who are away ill.

The department extends sincere sympathy to Miss Veronica Walsh whose mother passed away, May 17. Mrs. Walsh was widely known in curling circles and was an active member of the Manitoba Liberal Association. She will be greatly missed by her family and friends.

#### Watch and Jewellery Repairs—By M. Hook

Belated congratulations are due Wes Welch who joined the ranks of the benedicts on April 24 when he married Miss Eloise Green at St. Matthew's Church. The gang held a stag party for Wes at Dunny Dewar's and gave him a torchere lamp and ash tray.

Before leaving to be married, Wes was given a Westminster chime clock, the presentation being made by Mr. Olafson.

Saturday, June 12, was the day chosen by Ethel Fernstrom for her marriage to Ed Ricard. The wedding was solemnized at St. Boniface Basilica. Ethel was the recipient of a graceful ship clock from the department prior to leaving for her wedding.

A lovely young daughter has come to the home of Mr. and Mrs. T. Ormshaw. Congratulations, Tommy and Ella, on the arrival of Barbara Anne, May 23, at Grace Hospital.

\* \* \*

### SEVENTH FLOOR

#### M.O. Budget Plan—By P. Young

Congratulations to Flo Carroll and Marge Hargraves who recently received lovely diamonds.

A shower was held for Devona Patterson at the home of Margaret Ballance on April 21. She was the recipient of a wrought iron floor lamp. On leaving the office she was presented with a lovely mirror from the staff. Devona was married to Thomas Tetlock on May 8 at Deer Lodge United Church. The very best of luck, Devona and Tommy.

This month we said good-bye to two girls: Mrs. Susan Schultz, who left to take up house-keeping, and Mrs. Doreen Wornik. Each received a gift from the girls.

On June 10 a luncheon was held at Moore's in honour of Rosanne Lozo whose marriage to Frank Klemchuk took place June 26. Covers were set for 30 guests and Rosanne was presented with a Lazy Susan and a wrought iron fruit bowl.

We are pleased to have Marge Honke back with us for a time from Arkansas.

It's nice to see Kathy Butler and Helen Peepchak back after their recent illnesses. We are sorry to report Irene Powell is still away. Speedy recovery, Irene!

We would like to extend a hearty welcome to the new members who have joined our office staff recently.

#### M.O. Lingerie and Foundations—By E. Nash

"Hello" to May Vincent who has been on the sick list for a time. We all wish you improved health, May; hope you're back soon.

Best wishes to Marian Waldie whose marriage to Jake Weibe took place in April. Marian left the department on Saturday, June 12, and was presented with a steam iron from the management and staff. Mr. M. J. McKenzie made the presentation and expressed all our good wishes for future happiness.

#### M.O. Women's Sportswear—By M. Kurdydyk

Congratulations to Mr. J. Graham who has been appointed assistant manager of 46 M.O., and to Mr. K. Merrett, appointed signature.

Sorry to say that Marion Mayer is still on the sick list. Hurry and get well, Marion.

#### Women's Dresses

By M. Carriere and M. J. Neil

We were sorry to say farewell to two of our staff, Mrs. Vera Kostew and Mrs. Alma Carriere. Vera was presented with an overnight case and Alma with figurines. Our good wishes go with them.

\* \* \*

### EIGHTH FLOOR

#### M.O. Exchanges—By M. Davies

Engagements: Mabel McKevor to George Chagnon on May 11; Doreen Cook to Jake Liske on May 15. Congratulations! The diamonds are lovely!

#### M.O. Correspondence—By Evelyn Jablonski

We are pleased to see Bette Hebb back again looking well after her operation.

Our most sincere sympathy is extended to Adeline Thomson on the recent death of her brother.

"That kid" with the bow and arrow has struck again! Pat Mansky is wearing a beautiful diamond on that all-important finger. The lucky man is Allan Grieve. Congratulations and best wishes.

#### M.O. Cashiers—By E. Norton

Best wishes are extended to Angeline Bucho who left to be married on June 5 in the St. Vladimir and Olga Church to Joe Jaworsky. She received a bedspread from the department and other gifts from the girls. A shower was held in her honour at the home of Cec Ottenbreit when she received Revere ware.

#### M.O. Copying

Louise Van De Weghe was presented with a bedroom clock from the department when she left to be married to Jules Vallaey at Holy Cross Church on May 29.

A table lamp and linens were presented to Rose Morris when she left the department to marry John Figol on June 4 at Atlantic United Church. Marguerite Cogle and Margaret Beer held a shower for Rose at which she received a mirror and bathmat set.

We hope that Frances Sadler and Vi McInnes both recover speedily.

\* \* \*

### NINTH FLOOR

#### M.O. Men's Furnishings—By D. Dee

We are glad to report that Mr. J. Patterson is now convalescing after his recent operation and we hope it will not be too long until he is able to be back with us again.

Our sincere sympathy to Mr. L. Cleve, our Mail Order buyer (Toronto), in the recent loss of his father.

#### M.O. Hosiery and Gloves—By May Scott

Our best wishes to Lucy Audette who left on May 22 to become the bride of Evald Swan. The wedding took place on June 3. The department gift to the bride-elect was a bedspread and table lamp.

Congratulations to Mr. and Mrs. Warren Bemister on the birth of a baby daughter, Mary Louise, May 29.

Sorry to report that Ruth Holmstrom and Bill Stewart are in the hospital. We trust they will both be back with us soon.





# CONTACTS

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Vol. 29

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No. 6

Editor: W. E. (Bill) GRAY

## MAIL ORDER NEWS—Continued

M.O. Jewellery—By Jean Farr

Our very best wishes for future happiness is extended to Mr. and Mrs. Samuel Poole whose marriage was an event of April 24. Mr. D. Dewar presented Sam with a beautiful torchere lamp from the department staff and a mantel mirror from the girls.

On April 24 the men held a stag in his honour in the rumpus room at the home of Mr. R. Robertson, where Sam was presented with a Doulton figurine.

M.O. Advertising

Recently we welcomed back to Canada and Winnipeg that popular person, retired Eatonian Alistair Stuart-Davidson (Davy), for so many years our accountant. What a grand time the lad has had—a slow jaunt via the Pacific Ocean and those famous Pacific Islands, to Australia to see a sister and relatives at Sydney, New South Wales.

From there he visited other states of that continent and then travelled across the Great Australian Bight to South (which is middle) and West Australia. The famous Blue Mountains of the East lived up to their name, says he; and the scenery was entrancing, especially Freemantle and Perth. Then our hero came back across the Indian Ocean and Red Sea and visited a sister and friends in Scotland—and so, without hurry—home! And, says Davy, there's no place like home in Canada. "Down under" they're way behind the times compared to the land of the maple leaf, and service and courtesy in business here stand out splendidly by contrast.

Now, may we say we're all waiting for a look at those colour photos, Davy!

\* \* \*

## ALEXANDER AVENUE WAREHOUSE

Packing—By A. Surbey

Congratulations are in order for Mr. and Mrs. Jimmy King on the birth of their daughter, Gayle Allison, in St. Boniface Hospital, on June 1. A sister for Robin. Mrs. King was formerly Dell Williams of Department 122A.

Delivery

Congratulations to Mr. George Bennett on completion of his 35 years with the Company.

Furniture

We are so glad to welcome back Robert Dudley after his long illness.

Wishing a speedy recovery to our Anderson Lane who is away on the sick list at present.

\* \* \*

## PRINTING PLANT

By M. Torrance

Congratulations to Mr. Teddy Lane, Mr. George Wells and Mr. William Ferrier who have completed 35 years of faithful service with the Company.

Heartfelt sympathy is extended to Mr. Peter Macintyre in the loss of his brother.

Twenty-Two

## RECENT APPOINTMENTS

### Winnipeg

Department W46 — Women's Sportswear. Blouses, Skirts, Sweaters, Slacks and Overalls:

MR. J. GRAHAM, assistant;  
MR. K. M. MERRETT, signature.

Department W160 — Stock Auditors.

MR. H. D. MACNAMARA,  
department manager.

### Brandon

Department B244 — Women's and Misses' Coats, Suits, Dresses, Blouses, Skirts, Sweaters, Sportswear, Lingerie, Foundation Garments, House Coats, Infants', Children's and Teen-Age Wear and Western Fur Promotion:

MISS EILEEN CLARKE, assistant.

### Calgary

Department C260 — Radios, Pianos, Musical Instruments, Records, Sheet Music, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators, Carpet Sweepers, Electric Lamps, Fixtures and Appliances:

MR. J. V. SPURR, department manager.

Department C1078—Contracts:

MR. A. LAING, department manager.

Department C209—Lingerie, Foundation Garments, Wash Frocks, Aprons, House Coats, Dressing Gowns, Infants', Children's, Teen-Age Wear:

MR. E. G. BUSCH, assistant.

### Moose Jaw

Department MJ270 — Furniture, Beds, Springs, Mattresses, Draperies, Carpets, Linoleum, Tile, Paints, Wall-paper, Pictures, Electric Lamps, Fixtures and Appliances:

MR. W. H. DAVIDSON, assistant.

### Whitehorse, Y.T.—New Order Office

MISS M. L. KRYSTAL, in charge.

### Grande Prairie Order Office

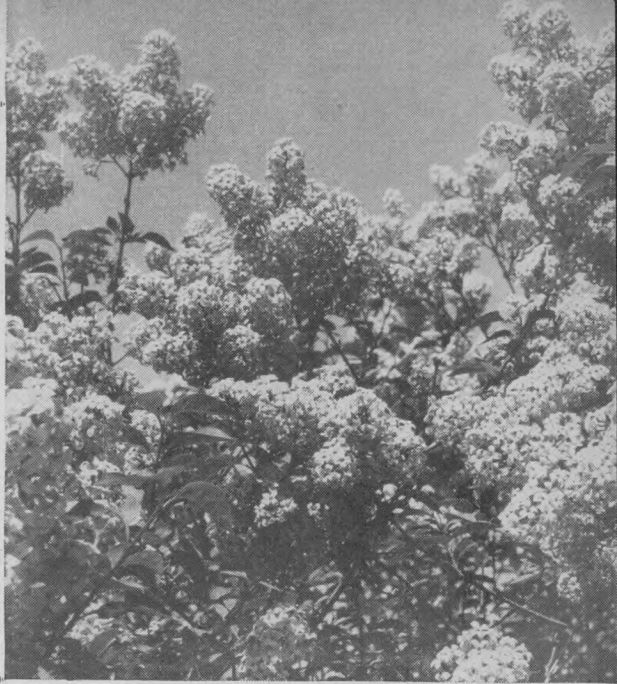
MISS ANNE YURYCHUK, in charge.

### Prince Albert Order Office

MISS L. BONDARCHUK, in charge.

## LILAC TIME IN WINNIPEG

Those glorious flowers literally crowding the branches, could be seen almost anywhere in the city and suburbs during early June. It's an ill wind, they say, that blows nobody any good; and no doubt some of those otherwise unwanted breezes had something to do with keeping that old mischief, Jack Frost, away from the lilac buds—he's too fond of nipping them many a season! Of course, lilacs grow many places in many countries, but we don't know of any place where their beauty and scent are more appreciated or more lovely!



## In Memoriam

"... When that which drew from out the boundless deep, turns again Home!"  
—Tennyson

### CHARLES JAMES CLEVE

Mr. Cleve, who retired in 1948 after 35 years' service with the Company, died Tuesday, May 25. Mr. Cleve was of venerable age — in the late eighties — and through all the years until his last illness, had been the same alert, courteous, kindly man who was the friend of hundreds of Eatonians whom he had served in handling employees' savings and innumerable Victory bonds; a loved and respected Eatonian. To his sons, Harold and Leslie (both Eatonians), his three daughters, and their families, the sympathy of all his friends.

### JOHN SWANN

A member of the staff of M.O. Staples until he retired in 1947, Jack Swann had served 38 years with the Company before retiring in 1947. He passed away Saturday, June 12, at his home, 690 Daly Street, at the age of 64. To Mrs. Swann, her sons and daughters, and Mr. Swann's surviving brother and two sisters, we tender sincere sympathy. Particularly, we know, Jack will be missed by those many grandchildren—may their memory of him stay green.

\* \* \* \*

Sincere sympathy to these members of the staff who have recently been bereaved:

**In the Loss of a Father**  
Mr. H. Cleve.....Radios  
Miss E. Cummings.....Coats and Suits  
Mr. Bruce Fraser.....Engineers  
Mrs. M. Forbes.....Millinery  
Miss G. Nahorney  
Customers' Accounts Office

**In the Loss of a Mother**  
Miss Veronica Walsh.....M.O. Fabrics  
Mr. E. Barnes.....Receiving  
Mr. J. Morton.....Third Floor Fruits  
Mrs. C. Matthews.....Foodateria  
Mr. H. Chamberlain.....Delivery  
Mr. J. Cameron.....Delivery  
Mrs. Bessie Ambrose.....Cafeteria  
Miss Nellie Robson.....M.O. Jewellery  
Miss E. Groat.....Lingerie  
Mr. J. G. Murray.....Laces and Handkerchiefs  
Mr. Anthony Gray.....M.O. Packing

**In the Loss of a Brother**  
Miss R. Gooskey.....Grill Dining Room  
Mr. M. R. Sutherland.....Stock Audit  
Mrs. A. Thomson.....M.O. Correspondence  
Mr. P. McIntyre.....Printing

**In the Loss of a Sister**  
Mr. F. Anderton.....M.O. Paints  
Mrs. L. Church.....Suits and Coats  
Mrs. Margot Menard.....Grill Dining Room

**In the Loss of Her Husband**  
Mrs. W. Cadle.....Employees' Cafeteria

**In the Loss of His Wife**  
Mr. A. Cameron.....Service Groceries

**In the Loss of a Son**  
Mrs. M. Brisson.....Garment Alterations  
Mr. B. Thexton (newborn son)  
Men's Clothing Workroom



# SAFETY...

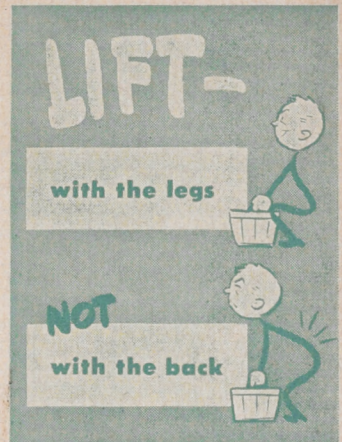
IS NO ACCIDENT!  
YOU OWE IT TO...

## YOUR FAMILY

*Their Welfare Rests With You!*



**EATON'S**  
*The Company  
Counts On You!*



**YOURSELF** *A Lot of People Depend On  
You To—*

# But Fast!

# BE ALIVE TO SAFETY!

**Canadian Red Cross Society Water Safety Department**  
**Sends This Timely Advice For Summer Safety!**

**DON'T Swim Alone — or After Dark!**

**IN CANOEING**—Don't stand up! Don't go out in a storm. Don't shoot the rapids! Don't overload your canoe—and DO cling to it if it upsets!

**FISHERMEN**—Don't fish from a canoe! Use a flat-bottom boat and keep it balanced. Don't go too far from shore; be careful of swamp land.

**LEARN TO SWIM** if you possibly can. Most summer resorts offer facilities. Remember, if helping someone in trouble in the water, it's always best to throw them a rope-end, push out a long stick or oar or ladder, or push out something to hold them up, rather than plunge in as well unless you are trained and capable.

**REST** a while after a "square meal"; relax a while—and avoid cramps that can spoil your swim and endanger your life!

59 Manitobans died last year in drowning accidents.  
Don't take chances — Death plays for keeps!

*And Watch The Children!*